



# Public Engagement Summary Report

Terrace Transit Future Service Plan  
*April 2021*

City of Terrace



## Background

### 1.1 About the Terrace Transit Future Service Plan

BC Transit and City of Terrace are developing the Terrace Transit Future Service Plan. The plan's primary goals include:

- Complete a review of the Terrace Transit System
- Identify opportunities for transit optimization and improvement
- Develop a pandemic response and recovery strategy
- Inform and consult with the public and stakeholders regarding any changes
- Provide clear recommendations and a path toward their implementation in the short, medium, and long-term

### 1.2 Engagement Objective

To support the development of the Plan, a public engagement process is underway to:

- Consult with the public and stakeholders to identify opportunities and issues within the transit system
- Inform the public about the Terrace Transit System and any proposed changes to the system

### 1.3 Engagement Strategy

The engagement approach for the Terrace Transit Future Service Plan was comprised of the following tools:

#### **Stakeholder Workshops**

Inform and Consult

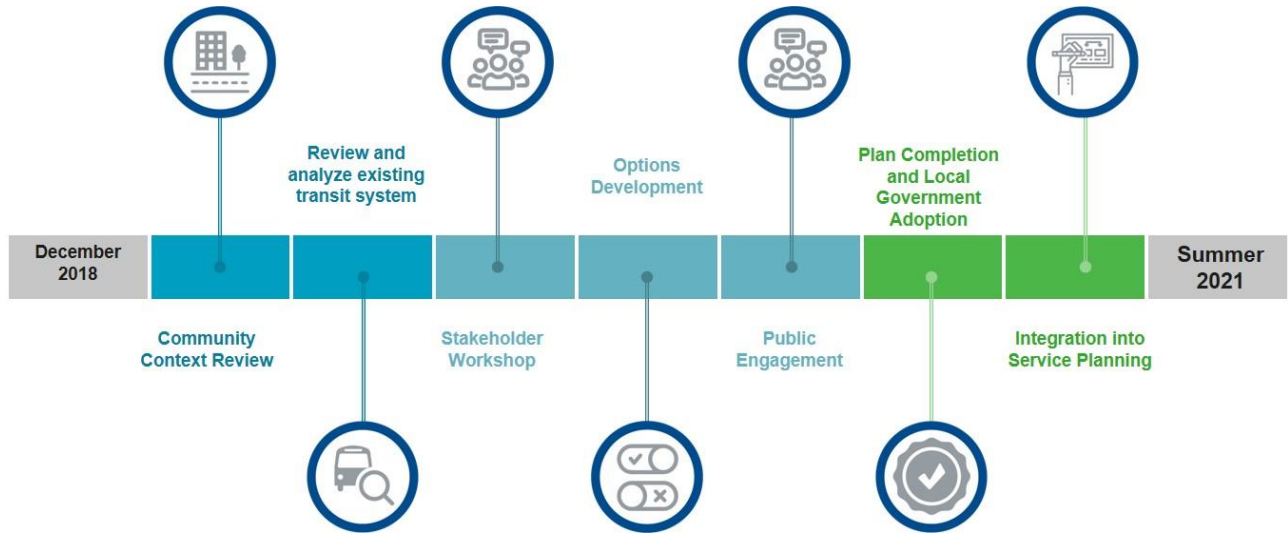
- To engage with a targeted group of stakeholders to broadly discuss the opportunity and issues that exist in the transit system. The feedback gathered during these workshops helped develop the proposed service and infrastructure changes presented during the later phase of engagement.

#### **Project Website and Survey**

Inform and Consult

- To engage the general public and solicit feedback about the proposed service changes. The feedback gathered through the project website and survey helped develop and prioritize the proposed service and infrastructure changes.

## Plan Process



## Engagement Overview

### Stakeholder Workshops

Stakeholder workshops took place on February 20 and 21, 2019.

### Project Website and Survey

A project website and online survey was available from February 12, 2021 to March 31, 2021 at [engage.bctransit.com/terrace2021](https://engage.bctransit.com/terrace2021).



20 Stakeholder Workshop Attendees



48 Online Survey Respondents



6 Pins added to the map



3 Contributed Ideas

## Promotional Tools



**Project Website**  
engage.bctransit.com/  
terrace2021



**Internal Bus Ads**  
On-board bus  
advertisements



**Digital Advertisements**  
Advertisements on  
Facebook; Pop-up  
notifications on  
BCTransit.com/terrace



**Posters**  
Placed by local  
government



**Media Interview**  
Terrace Standard



**Social Media**  
Facebook, Instagram



**Radio Ads**  
CFTK, CJFW, and 590  
EZ Rock & Pure Country  
(February 22-March 7)

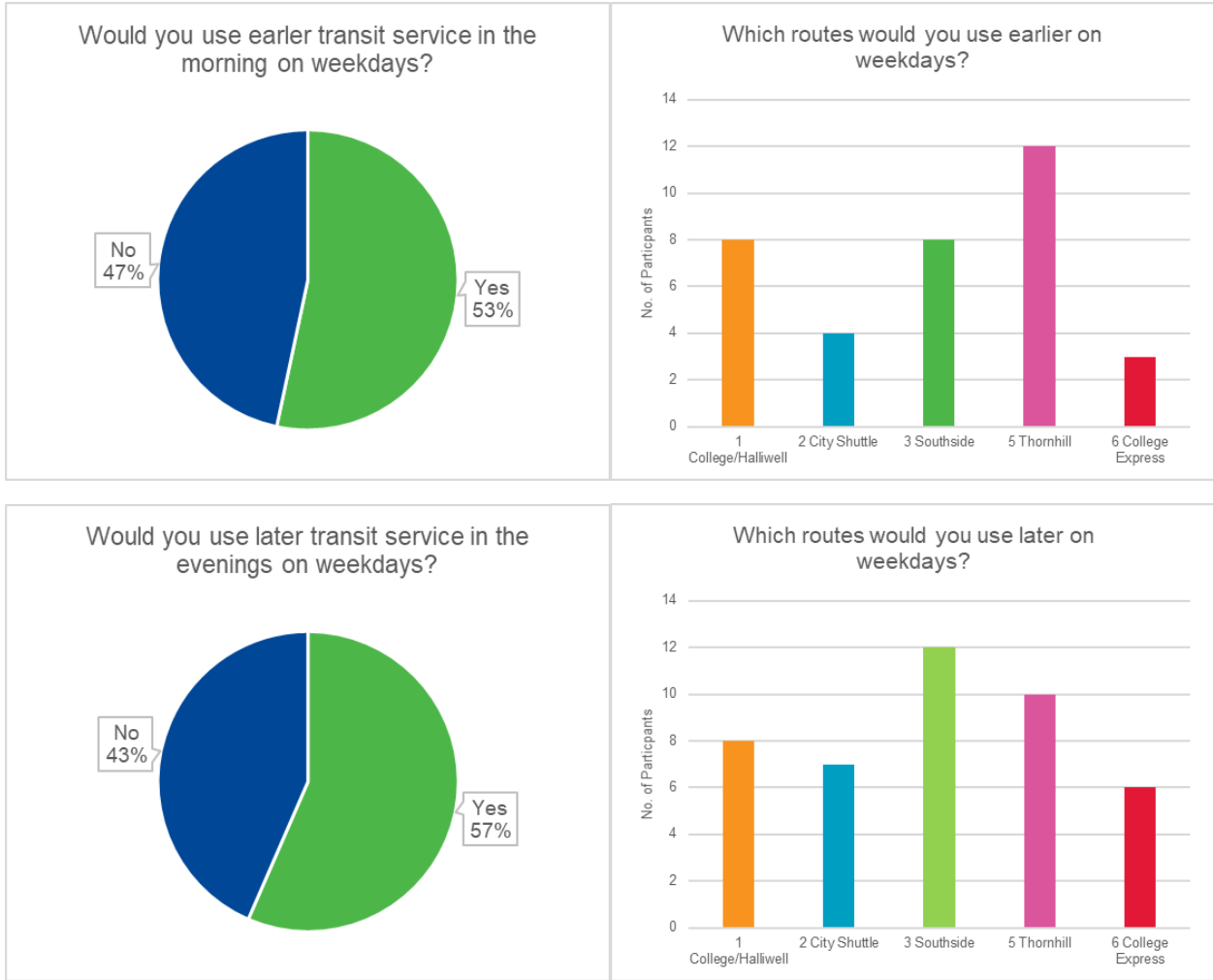


**Newspaper Ads**  
Terrace Standard  
(February 25, March 4,  
11, & 18)

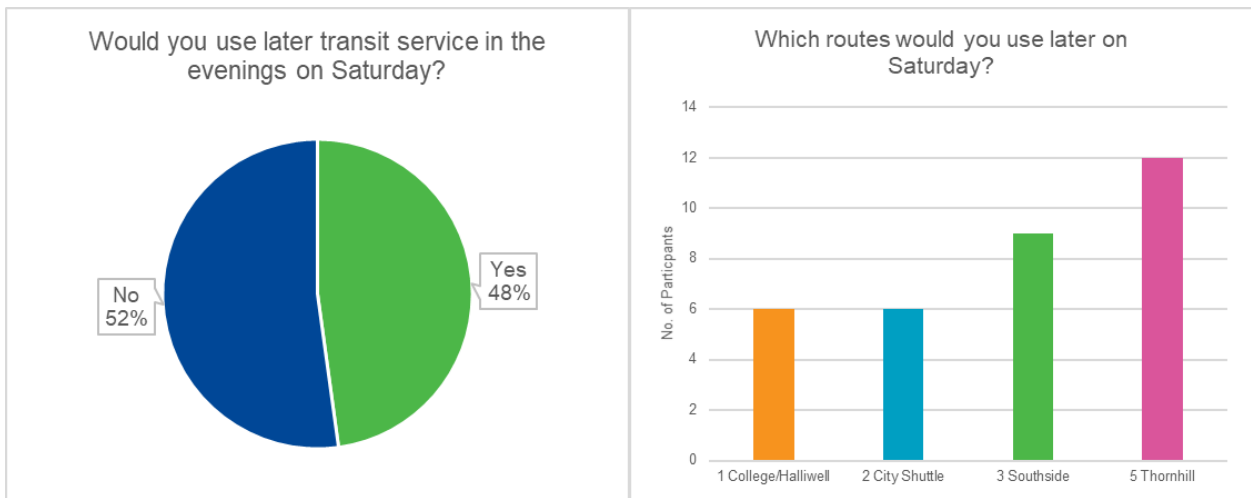
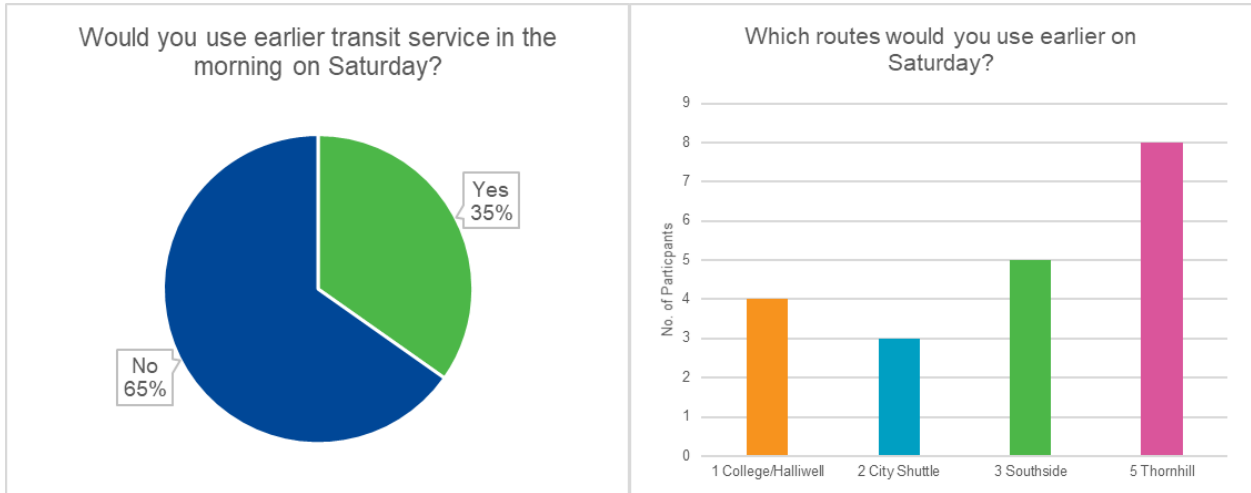
# What We Heard

What we heard when we asked about off-peak service improvements:

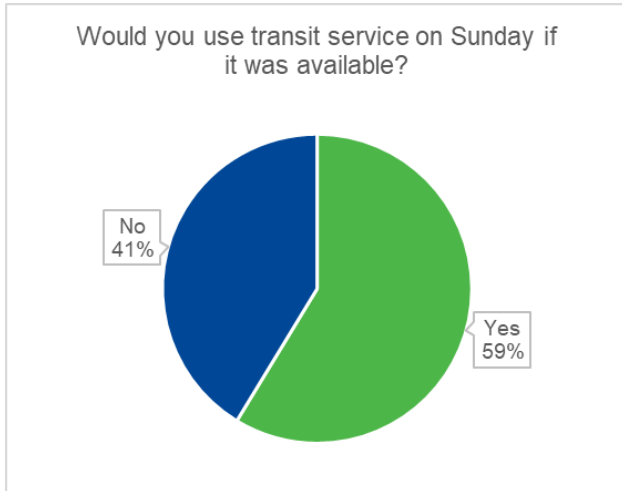
Weekday mornings and evenings:



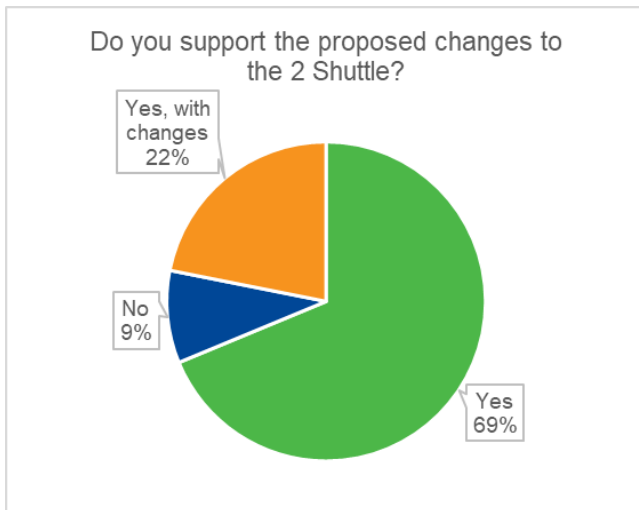
Saturday mornings and evenings:



Sunday service:



What we heard when we asked about the proposed changes to the 2 City Shuttle:



When asked to prioritize the proposals:

Priority	Proposal
1 <sup>st</sup>	Introduce Sunday Service
2 <sup>nd</sup>	Earlier morning service on Weekdays
3 <sup>rd</sup>	Later evening service on Saturday
4 <sup>th</sup>	Later evening service on Weekdays
5 <sup>th</sup>	Earlier morning service on Saturday
6 <sup>th</sup>	Changes to the 2 City Shuttle

## Public Engagement Observations, Impacts and Implications

The table below summarizes the main themes observed in the public engagement responses, and their impact to the Transit Future Service Plan strategies.

Observations	Impact	Implications
<b>COVID-19: A majority of participants unable to work/study from home</b>	Transit service is an essential service that people rely upon to go to work to school.	Current service levels should be maintained at a minimum.
<b>COVID-19: A majority of participants (68%) have altered their travel patterns with more trips being taken by personal vehicle and walking</b>	Travel patterns are less stable and predictable, changing as recommendations and restrictions change.	BC Transit and the City of Terrace will need to continue to monitor transit system performance and adapt as the COVID-19 pandemic evolves.
<b>The majority of participants utilize a personal vehicle</b>	Interest in service due to reasons other than lack of transportation options	Service should be direct, cost-effective, and convenient to compete with automobile and contribute to personal and government climate and traffic congestion goals
<b>The 3 Southside and 5 Thornhill are consistently identified as needing additional service.</b>	People in these areas would like to use transit more, but due to the current level of service cannot.	Further investment in both these areas to better match supply with demand.
<b>Later evening service is needed over earlier morning service</b>	This may mean that people are looking to use the bus for more recreational trips in the evening or working late and unable to use the current service.	Off-peak service investments should look to extend service in evenings.
<b>Limited frequency is a barrier to use</b>	People need to use other forms of transportation to make trips due to the inconvenience of low frequency transit service.	Having buses come more often will likely increase the number of transit users in the community



Observations	Impact	Implications
<b>Safety and accessibility at bus stops are a concern</b>	People are less likely to use transit if they unsafe or can't probably access a stop.	Bus stop design, location, and amenities should be reviewed and improved.
<b>The majority of participants are satisfied or very satisfied with the transit system (62%).</b>	Current customers are happy with the system. Ridership should remain stable.	BC Transit and the City of Terrace should continue to improve the service with a focus on customer experience.

## Next Steps

The responses for the engagement process have been tabulated and analyzed to support the development of Transit Future Service Plan. The table below summarize the next steps:

Date	Milestone
<b>May 2021</b>	Drafting of the Terrace Transit Future Service Plan.
<b>May-June 2021</b>	Review of the draft Terrace Transit Future Service Plan by BC Transit and City of Terrace staff.
<b>July 2021</b>	Presentation of the Terrace Transit Future Service Plan to Council for endorsement.

For more information on this project, please visit [engage.bctransit.com/terrace2021](https://engage.bctransit.com/terrace2021).